



Tourism Promotion Program Application for Funding

Application Deadline: _____

Application must be completed in order to receive tourism grant. Submit original and 5 copies of the application form to the Tourism Promotion Program Coordinator, City of Redmond Planning Department 4SPL, PO Box 97010, Redmond, Washington 98073-9710 or hand deliver to Redmond City Hall, 15670 NE 85th Street, Planning Department, fourth floor. Telephone 425-556-2441.

APPLICANT INFORMATION

Project Title: _____

Project Dates: Beginning: _____ Ending: _____

Contact Person: _____ E-mail: _____
(person with most knowledge about this application)

Company/Organization: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Project Sponsor: _____
(person representing agency or organization authorized to sign memorandum of understanding with the City)

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Phone: _____

Sponsor is: ☐ Profit-making ☐ Non-Profit 501-C ☐ Public Agency

☐ Is this organization an affiliate or sub-group of _____.

Amount requested*: \$_____ Other funding sources \$_____ Total project budget*: \$_____

*The maximum Tourism Promotion Program share for any project will not exceed 50% of the cost of the activity/project. Minimum award is \$1,000.

PROJECT SUMMARY

In the space below, provide a one-paragraph summary of your request and what you will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.

SCOPE OF WORK

Fully describe the project. Expand your project summary to address such issues as: what it is you wish to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project. If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.

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Describe how you will advertise, publicize or otherwise distribute information regarding your project.

PROJECT EVALUATION CRITERIA

■ Tourism promotion

Does the project/event meet the basic state requirements for tourism promotion (refer to General Information and Background)? Promote a positive image for the City? Does this project/event promote the City as a destination place? Attract visitors, build new audiences, and encourage tourist expansion? Increase awareness of the City's amenities, history, facilities, and natural environment? Does it support regional tourism planning?

■ Benefit to the community

How will this project/event benefit the citizens of Redmond? Does this project benefit the overall community, rather than specific segment or interest?

■ Innovation

Is this project/event unusual or unique? Does it move an existing program in a new direction?

■ Community support

Does the project/event have broad-based community appeal or support? What is the evidence of need for this project/event in the City?

■ Evidence of partnerships

What kind and degree of partnership does the project/event exhibit? Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?

■ Other funding sources

What other revenue sources will be used to support this project/event?

■ Previous and replacement funding

Is this funding request for a new project/event or to continue or expand on-going project/event?

■ Scale of project

Is the project of a scale suitable for this funding program?

Indicate here how your project meets the above Tourism Promotion Fund criteria: _____

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.

TIMELINE

Projects must be completed within 12 months of grant approval.

If your project is to be completed in phases, please give breakdown of timelines.

Please use the space below to provide any necessary background on elements of your projected time line.

PROJECT BUDGET

For tourism program fund requests over \$5,000 please specify budget breakdown below. Tourism fund requests from \$1,000 to \$5,000 need not give complete breakdown, but should list amount requested and the amount and revenue source of matching funding.

A	B	C	D	E
Item	Tourism Fund Amount	Other Funding Source Amount	Revenue Source	Total Project Budget
	\$	\$		\$

Enter the total City Tourism Promotion fund requested: \$ (column B)

Enter the total value of the project: \$ (column E)